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CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

The Fleet Manager's Future?

Fleet Management Software

How Small Fleets Manage

1991 Fleet Programs

Wheels' Cellular Program

Truck Lifecycle Costing

Service Body Comparison

automotive
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BOBIT PUBLISHING

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

July 1990
VOL. 29,NO. 9

Influencing the management of 4,952,000 cars and 2,070,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

Features

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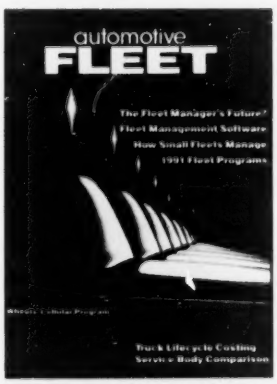

On the cover: Wheels' new cellular phone program is illustrated on this month's cover. The program is detailed in a report beginning on page 20. Art is courtesy of Wheels, from its "Add Sales Power Without Adding Salespeople" brochure.

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Cellular Phones Ring Productivity For Fleets

No longer considered luxuries for executives, cellular phones are steadily making their way onto equipment option lists of fleets. Studies show that cellular phones lead to increased productivity.

Three years ago, Consolidated Freightways, headquartered in Palo Alto, CA, decided to equip its fleet cars with cellular phones. At the time, mobile phones were beginning to be recognized by fleets as time-saving assets and Consolidated Freightways wanted to see what effect they would have on its drivers.

"The main reason we got cellular phones was to increase the productivity of our account managers," says Cliff Allen, junior communications analyst for Consolidated Freightways who oversees the company's cellular phone program.

To measure the level of increased productivity, Consolidated Freightways conducted a six-month study in 1988 that showed cellular phones increased available work time by 500 minutes per month per driver. Calculated into yearly figures, each account manager for Consolidated Freightways gained an additional 100 hours of work time due to cellular phones.

In today's marketplace, cellular phones are no longer considered luxuries. Rather, they are looked upon as vital business tools. More fleets are equipping drivers with cellular phones in hopes of turning wasted driving time into productive work time.

At the end of 1989, the number of cellular phone subscribers grew to 3,508,944. Industry experts predict over five million people will have cellular phones by the end of 1990.

According to *Cellular Marketing* magazine's 1989 Cellular Users Survey, 81 percent of the 2,000 respondents said business productivity was the biggest influence in the purchase of a cellular telephone. Approximately 91 percent of the respondents said cellular phones had increased their productivity. (See Figure 1.)

Fleet Costs

Fleets without cellular phones usually are concerned about costs and phone abuse by employees, according to Hershel Shosteck, president of Hershel Shosteck Associates, Ltd., a firm of international telecommunication economists focusing on the cellular market. However, there are preventive measures.

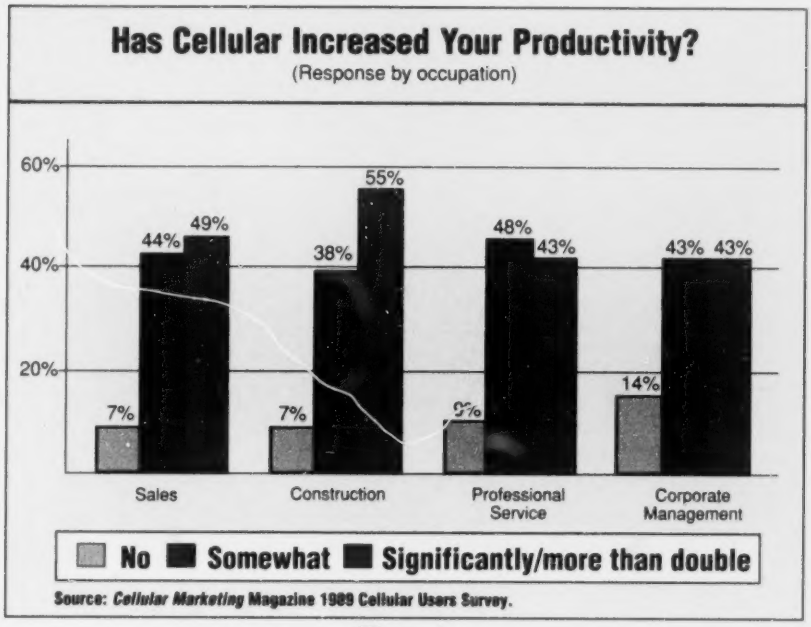


Figure 1

"Many fleet managers grant their salespeople a given limit that the company will pay," he says. "Anything over the limit, the user pays."

Shosteck recommends a minimum monthly limit of $150 per driver, and says that good salespeople won't mind paying for additional usage because they will make up for the expense in increased sales commissions.

Shosteck also says that fleets which install phones in all cars often qualify for fleet cellular discount rates, discounts for airtime, and a centralized payment option.

In addition, because the phones will be used in business settings, Shosteck recommends that fleets use quality equipment to get the clearest reception.

The Cellular Boom

From 1984 to 1989, the number of cellular subscribers in the United States grew from 91,600 to 3,508,944. Industry experts predict that by the end of 1990, more than five million people in the U.S. will have cellular phones.

A primary reason behind the growth of cellular phone usage appears to be reduced equipment prices. In past years, only upper-level executives had car phones. Today, most salespeople would be dead without them.

"The key factor driving subscriber growth has been the decline in the costs of owning and using a cellular telephone," says Shosteck. "When the cost of the phone, service, and the effect of inflation are all considered, the cost of owning and using a cellular phone in June, 1989, was 51.1 percent of the cost in October, 1983, when commercial cellular service began."

One consequence of the decreasing cost of cellular phones has been the increased growth rate of subscribers. According to figures released by the Cellular Telecommunications Industry Association (CTIA), an average of 133,000 new subscribers were added each month in the second half of 1989, compared to 110,000 per month in the first half of 1989.

Digital vs. Analog Systems

Due to the rapid growth of the cellular industry, the airwaves are becoming increasingly crowded. For example, cellular callers in Los Angeles and New York must sometimes wait several minutes for a dial tone.

"There are certain downtown areas or heavily-traveled highways where usage is so high at rush hour that calls just get blocked," says Gregory Voight, chief of the Federal Communications Commission's Mobile Services Bureau.

The cellular industry hopes that a switch to digital technology will alleviate the crowded airways, reduce costs, and encourage continued growth.

Full-digital systems, which will be compatible with existing analog cellular phones, are expected to increase airwave utilization six to seven times over today's equipment. These systems will transmit voices in a series of pulses instead of the continuous radio waves that are carried now by radio transceivers. As a result, the digital systems will enable a cellular system to compress more voice conversations on a single channel.

At the same time, digital systems are expected to continue the trend of reducing operating costs. Experts say the greater capacity of the digital systems should produce lower costs on a per-channel basis by 10 to 15 percent. In addition, the digital technology will boost data transmission speeds.

Digital systems now being installed in Los Angeles and New York are expected to be on-line by early 1991. The rest of the country should get the technology within the next five years.

Cellular Safety

Despite the many advantages, many fleet managers are concerned with the safety risks involved with cellular phone usage. The concern is that phone calls can sometimes distract a driver from paying attention to the road. However, some cellular industry analysts argue that using a phone is similar to changing a radio station. A study conducted by AT&T, Bell American Mobile Systems, and

the Potomac Division of the American Automobile Association concluded that cellular phones are not a serious threat to vehicle safety.

Technology also is contributing to the development of cellular safety features. Many cellular phones offer speakers, memory dialing, and voice-activated answering which allow a driver to watch the road and keep both hands on the steering wheel while using the cellular phone.

"All Consolidated Freightways' vehicles are equipped with phones that offer hands-free service," says Allen. "Also, we tell our drivers that cellular calls shouldn't last more than four minutes."

In addition, Consolidated Freightways sends its cellular users a training tape on how to properly use the mobile phones.

Equipment Options

Cellular phones are available in three different models: mobile, transportable, and portable. Mobile phones have a permanently mounted cradle and transceiver and only operate while in the vehicle. The larger transportable models can be used either in the car or can be removed from the vehicle. Portable phones, can be carried in a briefcase or suit pocket.

Auto manufacturers also are starting to recognize the demand for cellular phones. Chrysler Motors launched a cellular phone system in March, 1990 called "Visorphone." The system is available in selected 1990-model Chrysler and Dodge vehicles through participating dealers in California. The program is expected to be available nationwide by the end of 1990.

Developed exclusively for Chrysler by Cartell, Inc., and OKI Telecom, the "Visorphone" is integrated into the car's sun visor, where it is unobtrusive. The unit features a 100-number memory, one-touch dialing, and hands-free operation.

"Chrysler is providing the car buyer with an integrated system of unique phone hardware, installation, airtime purchase, and activation, all handled through the car dealership, like any other equipment option," says Steven Bruyn, manager of Chrysler's cellular phone programs.

Cellular Safety Features

1. Hands-free Operation: The user can hold a conversation while the phone is in the cradle.

2. Memory: Telephone numbers can be stored and recalled with the touch of a button. This prevents having to dial numbers while driving.

3. Auto Redial: Automatically redials a busy or no-answer number at fixed intervals.

4. Voice Activation: Calls can be placed when the user speaks the name of the party being called. Also, it allows a user to answer calls while the phone is still in the cradle without removing hands from the steering wheel or eyes from the road.

5. Electronic Lock: A user can prevent unauthorized use of the phone by keying in a special code.

6. Audio Muting: Automatically turns off the radio when the phone rings.

7. Microphone Mute: A user can converse with another person in the vehicle without being overheard by the party dialed.

8. Alphanumeric Capability: Names, addresses, or related information can be stored along with telephone numbers. This eliminates having to remember numbers.

9. On/Off Button: Gives the user the option on when to receive calls. Also, it prevents distractions when a driver wants to be undisturbed.

10. Volume Controls: Allows the user to control the volume of the ringer, earpiece, and speaker.

Ford Motor Co. announced the Ford Cellular System in June, 1990. The system includes factory-installed phones on the Lincoln Town Car, Continental, and Mark VII, as well as access to a national carrier airtime network.

"Our decision to introduce the Ford Cellular System was based on several key factors," says Frank Macher, general manager of Ford's Electronics Division. "These included the strong growth of the cellular industry, as well as the results of customer research indicating high levels of satisfaction with cellular phones."

Since the phones are factory installed, subscribers can begin using the equipment immediately because dealers will be able to activate the phones prior to customer delivery.

Standard operating features of Ford's cellular program include such safety devices as hands-free operation, audio mute, and an omni-directional microphone which allows everyone in the vehicle to participate in the call. Other features include: super-speed dialing, last number recall, and electronic voice control.

Cellular Service

Once a car phone is purchased, users must contract with a service company to provide airtime. Because most cities have more than one company providing service, it's advisable to shop around and inquire about each company's service and price.

People familiar with the industry suggest cellular users also inquire about "dead spots" — areas blocked by mountains or buildings that interrupt phone service.

In addition, before deciding on a service company, read the fine print on how charges are made. One system may charge for a full minute even if the call was only 15 seconds. A common cellular industry practice is to charge in tenths-of-a-minute, which can be a cost-saving benefit to fleets. AF

Survey Finds 'Upgrades' May Spur Employee Sales

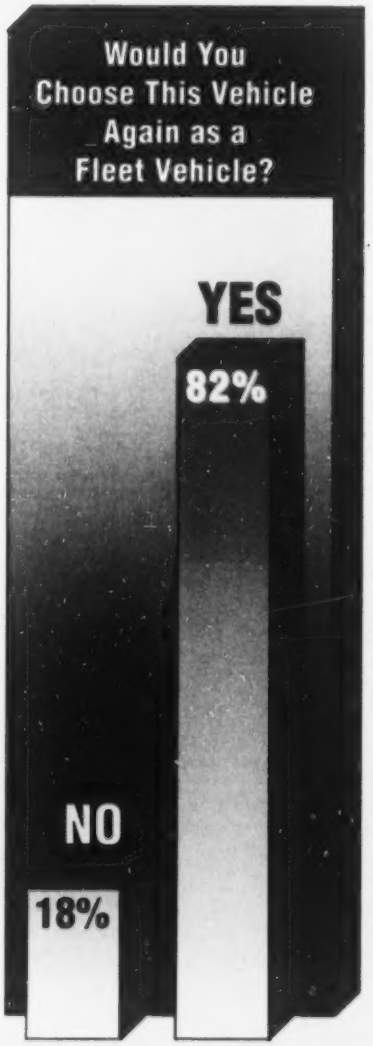
How do you minimize fleet holding costs? The answer, according to a Business Driver *survey, is to allow drivers to pay for vehicle and option upgrades, which is the first step toward more employee sales at higher returns.*

Company drivers say if you give them a choice of cars — those with styling, dependability, and comfort — and the opportunity to buy vehicle and option upgrades, then they will probably purchase the vehicle later when it's retired from operations, thereby reducing fleet holding costs.

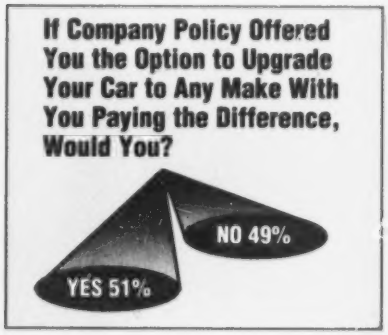
That was the conclusion from a recent survey of the readers *of Business Driver* magazine — *Automotive Fleet*'s sister publication. The study confirms some driver attitudes which have been previously known to fleet managers, however, the results of the study — a sampling of 1,000 drivers — were punctuated with contradictory responses.

The study showed despite losing an estimated 17 hours of work time repairing their vehicles an average of three times in the first year, that drivers remained loyal to their vehicle brand/model and would select the same vehicle again. More importantly, however, drivers indicated they were only marginally interested in purchasing those same vehicles at time of disposal.

To fleet management, such an attitude represents an actual dollar loss, because the bulk of existing research shows employee sales represent the highest return at resale — heavily outweighing all other methods, including auctions, wholesale brokers, and trade-ins.



The reason why drivers shy away from employee sales is found in answers to question No. 8 (of nine in the survey). This question focused on the key issue which links the interests of the driver with management. The question read:



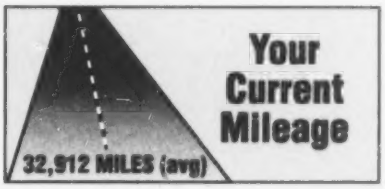
"If the company policy offered you the option to upgrade your car to any make with you paying the difference, would you?"

Of the drivers responding, 51 percent said "Yes" and 49 percent said "No." In other words, about half the drivers surveyed, in effect, wanted to take the first step toward purchasing the vehicle through an employee sale, but management had failed to give them incentive to do so.

What that means is an upgrade to a better vehicle — with the driver's

financial participation — inextricably links the financial commitment of the driver with that vehicle. As a result of the driver's vested, monetary interest in the vehicle, fleet management is virtually assured that the driver will later give serious consideration to purchasing the vehicle.

The message to fleet management is this: while the downtime of certain vehicles may be costly, if upgrades are allowed this will eventually lead to reduced depreciation



expense and higher driver morale.

Indirectly, the feedback from drivers in this survey relates to a current, hotly-debated, industry-wide issue: option packaging versus free-flow.

Drivers' Choices

Question No.2 asked:

"What were the reasons you chose the fleet vehicle that you are currently driving?"

Respondents were asked to check off contributing factors in 15 areas, and their reasons ran the gamut of possibilities.

Following are the complete responses to this question:

- Styling (41.3 percent)
- Dependability (39 percent)
- Comfort/convenience (37 percent)
- Performance (36.6 percent)
- Options available (33.5 percent)
- Prior experience with vehicle (24.8 percent)
- Quality (22.6 percent)
- Durability (22.3 percent)
- Plan to buy later (18.3 percent)
- Other (18.3 percent)
- Fuel Economy (17.3 percent)
- Vehicle image/status (15.3 percent)
- Safety features (14.4 percent)
- Mfg. image/status (13.8)
- Prior experience with manufacturer. (13.8 percent)

Clearly, one-third of all answers to this question involved option preference. But the path to increasing employee sales cannot be boiled down to simply ordering vehicles with options that drivers prefer, because:

— Management often is unable to justify the additional cost.

— Or, purchase of the driver-desired options involves more than one additional package which is unsuitable for company purposes.

Supporting Research

A recent *Automotive Fleet* survey (June, 1990) found that 58 percent of fleet managers were not allowed to deviate from option packaging by manufacturers. More importantly, 85 percent of those surveyed by *Automotive Fleet* said they preferred free-flow packaging.

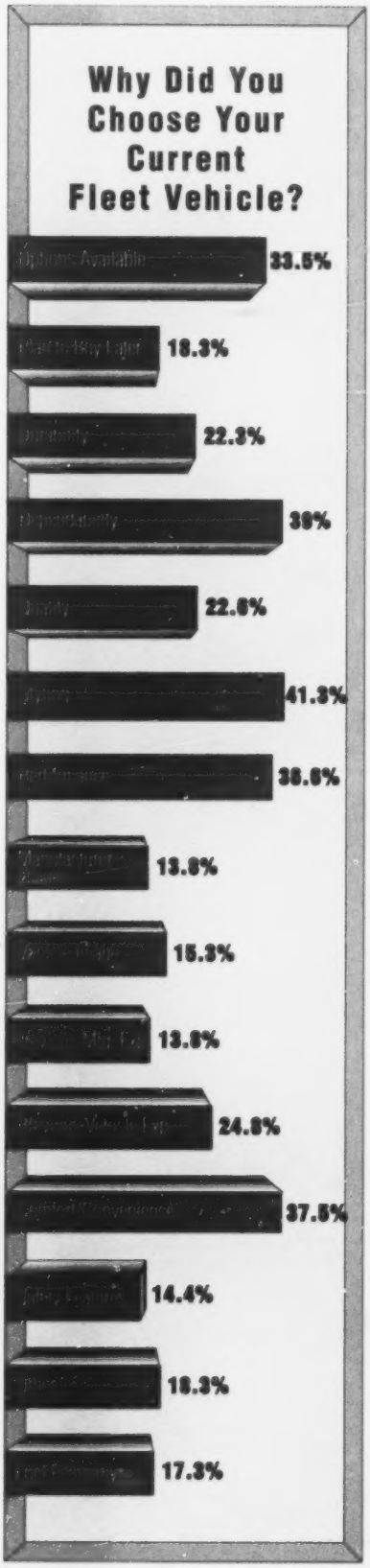
When the results of the two surveys are viewed together, the clear implication is fleet managers want to move in a direction of free-flow option ordering — which would help to increase employee sales at time of disposal. But until the option packaging issue is resolved, it is apparent that the employee sales' issue will also remain uncertain.

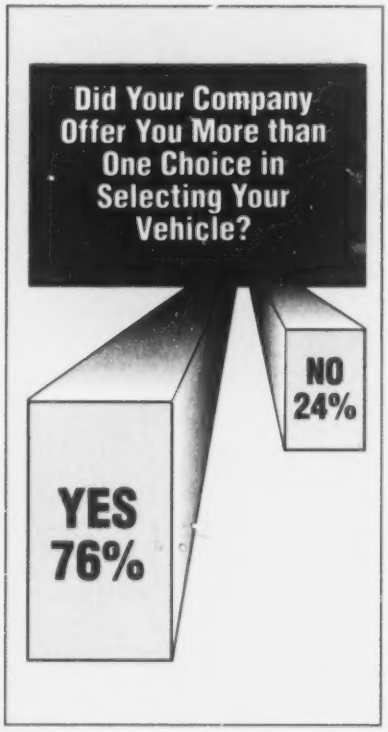
Vehicle Selectors

Other company driver responses to the *Business Driver* survey proved interesting as well.

In response to question No.1 — Did your company offer you more than one choice in selecting your vehicle? — an overwhelming majority (76 percent) answered "Yes," as opposed to 24 percent who answered "No," indicating, among those responding, that broad selectors are still more prevalent among fleets than one-car, one-model selectors. The "nay" answers, however, were surprising, because it had been previously thought that mainly only government/utility fleets used one-car, one-model selectors.

Questions No. 4 and No. 5 cov-



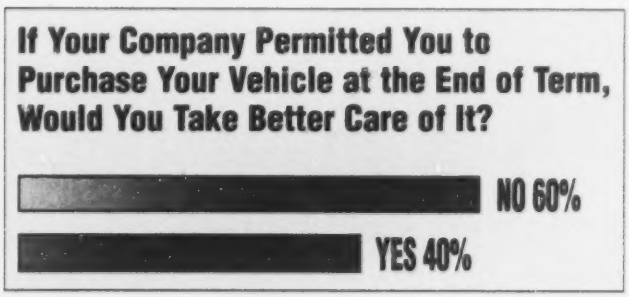


ered use and mileage patterns, revealing that the responding business drivers had been driving their current vehicle an average of 13 months and their current mileage on that vehicle averaged 32,912.

In question No. 7 — "Your estimate on hours of lost time for those non-accident-related repairs?" — respondents said they lost an aggregate of 10,122 hours to such repairs, or, an average of 17 hours apiece.

One of the most clear-cut responses was found in the drivers' collective answers to the final question, No. 9:

"If your company policy permitted you to purchase the vehicle at the end of the term, would you take better care of it?"



To that, 40 percent of the drivers replied, "Yes," while 60 percent said, "No."

Are Drivers Happy?

Answers to four, key questions in the *Business Driver* survey indicated that there is a sizable minority of company drivers who are less than thrilled with the current practices involved in selecting company vehicles — because the results of these practices impact them directly.

For example, in question No. 1, 24 percent said they had no choice in vehicle selection; in question No. 3, 18 percent said they disliked the company vehicle they were driving and would choose another if given the chance; and in question No. 8, 51 percent said they would pay for upgrades if given an opportunity.

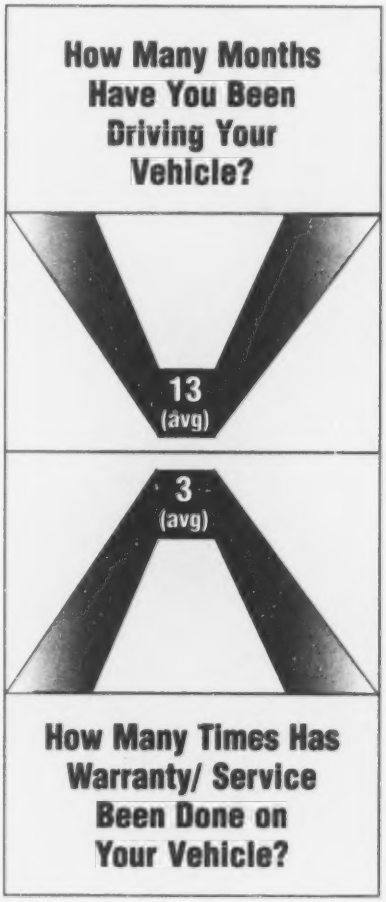
Drivers Want Choices

What is the significance of this observation? Drivers prefer to have a choice of cars. Certainly, fleet managers reflect this need for choices — as borne out by *Automotive Fleet's* June survey of fleet managers representing the Top 200 largest fleets in America.

The primary conclusion drawn from the *AF* survey was fleet managers want choices with respect to equipment option ordering.

Moreover, the fleet managers' desire for option-ordering choices has not weakened with time.

At the April NAFA convention in Houston, TX, keynote speaker Robert Stempel, General Motors president and chief operating officer, was confronted with questions from the audience about whether General Motors would go to free-flow option ordering in the near future. Stempel said GM was undecided, but the automaker would "work with fleet managers."



Driver Preference

Satisfying company drivers' preference is emerging as a factor, among fleet managers in their vehicle selection.

For the first time in the past six years that NAFA has conducted its "New Vehicle Acquisition Survey," driver preference was included in 1990 as a new factor.

Such a change indicates companies are becoming more cognizant of the importance of the company car in achieving higher productivity through higher driver morale.

The second part of the equation — allowing drivers to participate in the financial investment of fleet vehicles — has far reaching positive implications which can only lead to increased driver satisfaction and greater company profits through employee sales. AF

USED-CAR PRICES

The following are average used-car prices for the period ending June 1, 1990. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of *Automotive Market Report*.

88 BUICK SKYHAWK			
Coupe	5,400	5,451	5,290
Sedan	5,474	5,527	5,368
87 BUICK SKYHAWK			
Cust Coupe	4,378	4,420	4,288
Cust Sedan	4,446	4,487	4,355
88 BUICK SKYLARK			
Cust Sedan	6,490	6,558	6,363
87 BUICK SKYLARK			
Cust Sedan	5,416	5,468	5,307
88 BUICK CENTURY			
Cust Sedan	6,446	6,513	6,320
87 BUICK CENTURY			
Cust Sedan	5,376	5,430	5,267
88 BUICK LE SABRE			
Cust Sedan	8,435	8,519	8,268
87 BUICK LE SABRE			
Cust Sedan	7,061	7,133	6,921
88 CADILLAC DE VILLE			
Coupe	13,927	14,065	13,646
Sedan	14,089	14,229	13,807
87 CADILLAC DE VILLE			
Coupe	11,143	11,257	10,924
Sedan	11,282	11,396	11,055
88 CADILLAC SEVILLE			
Sedan	14,846	14,995	14,550
87 CADILLAC SEVILLE			
Sedan	12,186	12,309	11,945
88 CHEVY BERETTA			
Coupe	6,287	6,350	6,163
88 CHEVY CORSICA			
Sedan	5,899	5,961	5,785
87 CHEVY BERETTA			
Coupe	4,914	4,964	4,818
87 CHEVY CORSICA			
Sedan	4,531	4,579	4,442
88 CHEVY CAVALIER			
Sedan	5,250	5,304	5,146
87 CHEVY CAVALIER			
Sedan	3,987	4,028	3,908
88 CHEVY CELEBRITY			
Sedan	6,038	6,099	5,917
87 CHEVY CELEBRITY			
Sedan	4,811	4,859	4,716
88 CHEVY CAPRICE			
Sedan	6,793	6,860	6,658
87 CHEVY CAPRICE			
Sedan	5,513	5,566	5,400
88 CHRYSLER NEW YORKER			
Sedan	9,922	10,022	9,724
87 CHRYSLER NEW YORKER			
Sedan	6,954	7,021	6,812
88 CHRYSLER FIFTH AVENUE			
Sedan	9,655	9,751	9,464
87 CHRYSLER FIFTH AVENUE			
Sedan	7,630	7,704	7,476
88 DODGE ARIES AMERICA			
Sedan	4,781	4,826	4,685
87 DODGE ARIES			
Sedan	3,790	3,828	3,714
88 DODGE SHADOW			
Liftbk 5 Dr	5,105	5,156	5,005
87 DODGE SHADOW			
Liftbk 4 Dr	4,172	4,213	4,086
88 DODGE DYNASTY			
Sedan	7,673	7,752	7,519
88 FORD ESCORT			
Htchbk 4 Dr GL	4,327	4,371	4,240
87 FORD ESCORT			
Htchbk 4 Dr GL	3,374	3,409	3,306
88 FORD MUSTANG			
LX-4 Coupe	5,949	6,010	5,829
87 FORD MUSTANG			
LX-4 Coupe	4,834	4,884	4,741
88 FORD TEMPO			
GL Sedan 4 Dr	5,310	5,363	5,202
87 FORD TEMPO			
GL Sedan 4 Dr	4,177	4,221	4,094
88 FORD TAURUS			
GL Sedan 4 Dr	6,841	6,910	6,706
87 FORD TAURUS			
GL Sedan 4 Dr	5,617	5,674	5,505
88 FORD CROWN VICTORIA			
Sedan	9,007	9,096	8,826
87 FORD CROWN VICTORIA			
Sedan	7,482	7,558	7,333
88 THUNDERBIRD			
Coupe	8,062	8,142	7,900
87 THUNDERBIRD			
Coupe	6,675	6,743	6,540
88 LINCOLN			
Town Car Sedan	13,730	13,869	13,455
Mark VII LSC Coupe	15,190	15,341	14,886
Continental Sedan	16,737	16,903	16,403
87 LINCOLN			
Town Car Sedan	11,354	11,465	11,126
Mark VII LSC Coupe	12,846	12,976	12,590
Continental Sedan	12,210	12,333	11,967
88 MAZDA 626			
LX Sedan 4 Dr	8,043	8,123	7,883
88 MERCURY COUGAR			
LS Coupe	8,513	8,599	8,343
87 MERCURY COUGAR			
LS Coupe	7,073	7,144	6,931
88 MERCURY TOPAZ			
GS Sedan 4 Dr	5,395	5,447	5,286
87 MERCURY TOPAZ			
GS Sedan 4 Dr	4,186	4,229	4,103
88 MERCURY SABLE			
GS Sedan	6,939	7,007	6,798
87 MERCURY SABLE			
GS Sedan	5,645	5,704	5,533
88 MERCURY GRAND MARQUIS			
Sedan	9,644	9,741	9,451
87 MERCURY GRAND MARQUIS			
Sedan	8,123	8,202	7,959
88 MITSUBISHI MIRAGE			
Sedan	4,285	4,328	4,199
87 MITSUBISHI MIRAGE			
Sedan	3,080	3,111	3,018
88 NISSAN SENTRA			
Sedan 2 Dr	4,136	4,178	4,053
88 NISSAN STANZA			
E Ntch 4 Dr	6,680	6,746	6,546
88 NISSAN MAXIMA			
SE Sedan	10,563	10,668	10,351
87 NISSAN SENTRA			
Sedan 2 Dr	3,375	3,408	3,307
87 NISSAN STANZA			
E Ntch 4 Dr	5,423	5,476	5,315
87 NISSAN MAXIMA			
SE Sedan	8,206	8,290	8,040
88 OLDS CALAIS			
Sedan	6,419	6,480	6,291
87 OLDS CALAIS			
Sedan	5,423	5,475	5,313
88 OLDS CIERA			
Coupe	6,379	6,442	6,251
Sedan	6,446	6,513	6,320
87 OLDS CIERA			
S Coupe	5,363	5,415	5,253
Sedan	5,423	5,477	5,315
88 OLDS CUTLASS SUPREME			
Coupe	7,473	7,550	7,325
87 OLDS CUTLASS SUPREME			
Coupe	6,290	6,355	6,164
Sedan	6,290	6,355	6,164
88 OLDS 98 REGENCY			
Sedan	9,964	10,061	9,762
87 OLDS 98 REGENCY			
Sedan	8,275	8,358	8,109
88 PLYMOUTH RELIANT			
Sedan	4,805	4,852	4,711
87 PLYMOUTH RELIANT			
Sedan	3,807	3,845	3,735
88 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	5,101	5,152	5,001
87 PLYMOUTH SUNDANCE			
Liftbk 4 Dr	4,154	4,196	4,068
88 PLYMOUTH GRAN FURY			
Salon Sedan	5,163	5,215	5,058
87 PLYMOUTH GRAN FURY			
Salon Sedan	4,135	4,176	4,052
88 PONTIAC SUNBIRD			
SE Coupe	5,371	5,426	5,262
Sedan	5,443	5,495	5,335
87 PONTIAC SUNBIRD			
SE Coupe	4,217	4,260	4,134
Sedan	4,153	4,194	4,071
88 PONTIAC 6000			
Coupe	6,105	6,167	5,985
Sedan	6,174	6,235	6,049
87 PONTIAC 6000			
Coupe	4,916	4,965	4,818
Sedan	4,973	5,024	4,875
88 PONTIAC GRAND AM			
Sedan	6,433	6,497	6,302
87 PONTIAC GRAND AM			
Sedan	5,681	5,738	5,568
88 PONTIAC BONNEVILLE			
Sedan	8,457	8,543	8,289
87 PONTIAC BONNEVILLE			
Sedan	7,696	7,772	7,541
88 PONTIAC GRAND PRIX			
Coupe	7,787	7,866	7,636
87 PONTIAC GRAND PRIX			
Coupe	6,416	6,479	6,287
88 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	6,203	6,266	6,080
88 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	8,086	8,166	7,925
88 TOYOTA CRESSIDA			
Lux Sedan	12,577	12,702	12,326
87 TOYOTA COROLLA			
Sedan 4 Dr Deluxe	4,781	4,829	4,687
87 TOYOTA CAMRY			
Sedan 4 Dr Deluxe	6,862	6,930	6,724
87 TOYOTA CRESSIDA			
Lux Sedan	10,292	10,396	10,036
88 VOLKSWAGEN JETTA			
Sedan 4 Dr	6,553	6,619	6,422
87 VOLKSWAGEN JETTA			
Sedan 4 Dr	5,272	5,325	5,166
88 VOLVO			
240 DL Sedan	11,433	11,545	11,204
87 VOLVO			
240 DL Sedan	9,381	9,476	9,194

PRODUCTS

ELIMINATE ROADSIDE TIRE CHANGES with the Quickwheel Flat Tire Cradle. Quickwheel is designed to assume the rolling function of a disabled tire while enabling motorists to avoid the inconvenience, potential hazards, strenuous labor, and general "dirty work" typically involved with roadside tire repairs. The tire cradle is attached in a simple, four-step procedure. The motorist unfolds the unit's loading ramp, positions it directly in front of the flat tire, and drives onto the unit, which automatically locks the tire and car wheel in place. Finally, the motorist secures the cradle's security cable around the disabled tire, and resumes driving. Its three heavy-duty riding wheels operate as the car's fourth wheel with no noticeable change in the vehicle's braking or steering performance. *Quintech Products.*

Circle 222 on Inquiry Card

GAS PRICES

UNLEADED GAS
Cost Per Gallon

City	Full-Serve	Self-Serve
Montgomery, AL	134.9 ¢	111.6 ¢
Flagstaff, AZ	159.9	118.6
Los Angeles, CA	137.3	108.7
Washington, D.C.	146.3	114.5
Tampa, FL	141.2	109.2
Honolulu, HI	180.1	137.2
Rockford, IL	139.5	114.6
Boston, MA	119.4	106.7
Omaha, NE	146.9	123.2
Reno, NV	133.9	110.6
Staten Island, NY	125.4	116.9
Oil City, PA	110.9	99.4
Sioux Falls, SD	143.4	118.9
Abilene, TX	133.0	113.4
Seattle, WA	147.7	110.3

The average U.S. full-serve gasoline price for the month of June was 131.2 cents per gallon.
The average U.S. self-serve gasoline price for the month of June was 110.3 cents per gallon.
Survey conducted during the first five working days of June 1990
Supplied by Runzheimer International, Runzheimer Park, Rochester, WI.

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The Commercial Leasing Division of World Omni, a national Fleet & Equipment Lessor, subsidiary of JMFE, is seeking experienced credit management to oversee our growing portfolio. The successful candidate will have 8-10 years of commercial finance experience, and must have a comprehensive knowledge of commercial lending practices including: credit & financial statement review, collections, and exceptional management/supervisory abilities. World Omni offers an excellent salary and a best-in-the-industry benefits package. To be considered, send your resume including salary history to:

HUMAN RESOURCES
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Deerfield Beach, FL 33442
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